

Easy Opening Package Design

SCV (Song&Cl iactory)

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CONTENTS

Package?

Customer's needs

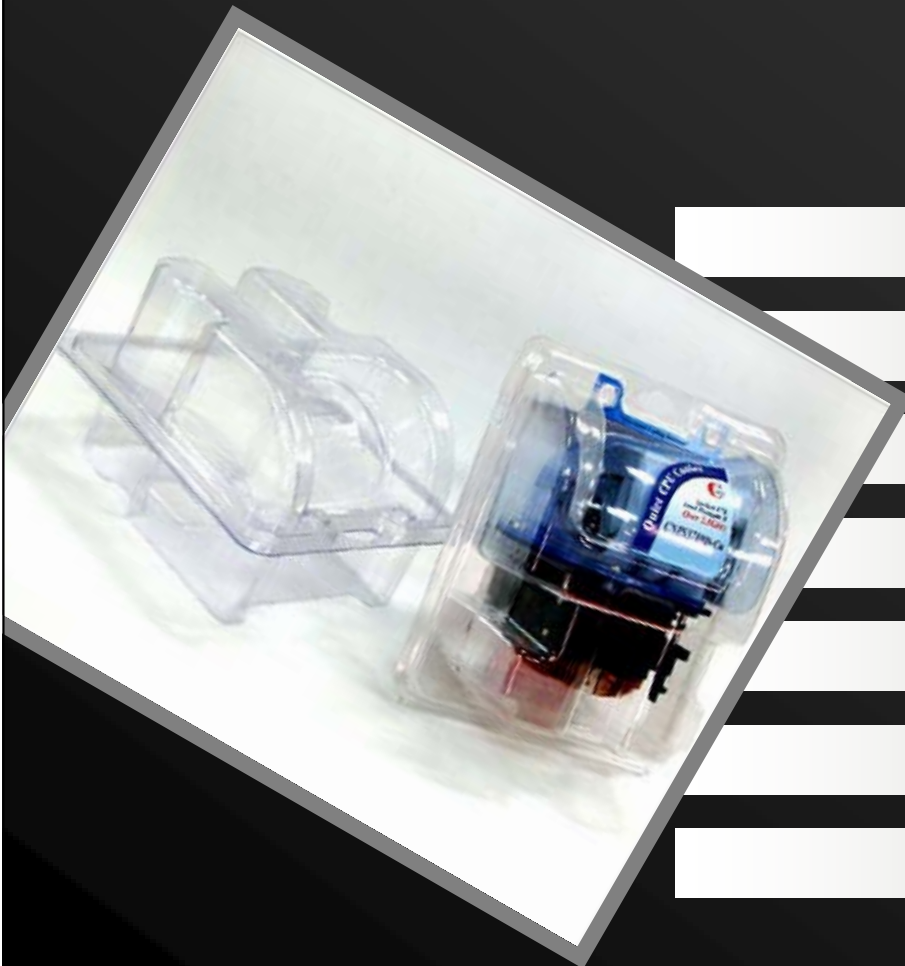
Prospective advantage

The Present Condition

Our Goal

Our Concept

Q & A



Package?

SCV

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Customer Needs

SCV

I Love SCV



It's not easy!!

And Sometimes you can.....

Customers want to open package easily!!

Prospective Advantage



From Korean national statistical office.....

Package Industry In Korea	Year : 2005			
	Company	People	The total sales (1,000,000Won)	Operation profit (1,000,000Won)
	590	7,214	292,572	35,818

Total sales of World package industry are estimated at 400 billion dollar...

So easy-opening package design is valuable!!!

Present Condition

1. No Registered patent & design in Kipris



2. some products tried to make easy opening package design

But it is not enough



Our Goal

SCV
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1. Do not interfere with functions of current package.
2. Do not raise manufacturing cost of package.

BUT

3. It can easily open by hand !!!

Our Concept

SCV
I Love SCV

